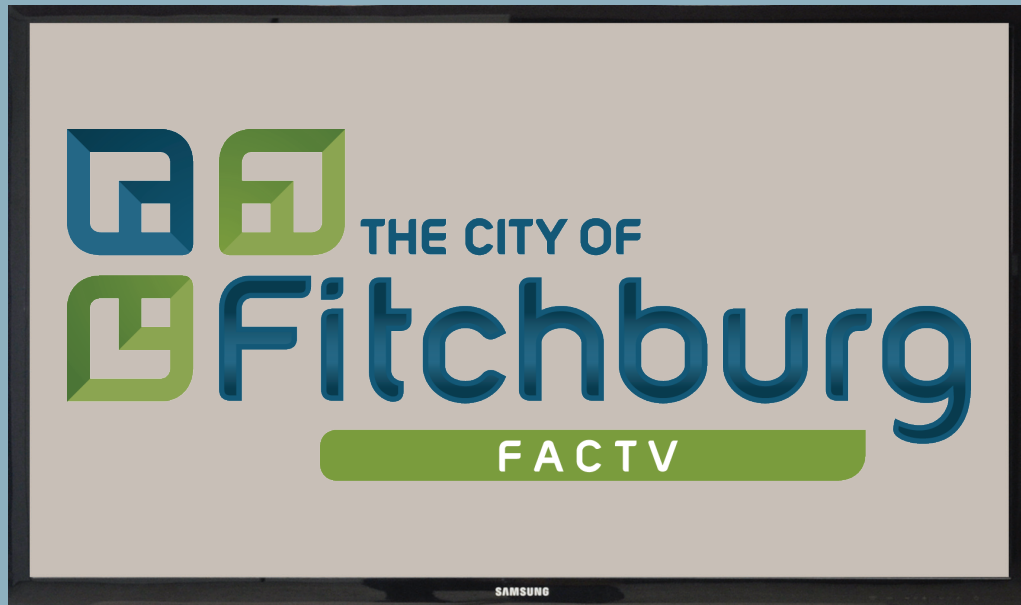


2013 Annual Report

Fitchburg Access Community Television



A letter from the Manager

Hello:

In the early part of this year FACTv's manager Bonny Lundy retired after being with FACTv for 3 years. Bonny helped clean up and restore FACTv, replace and repair city hall campus cameras and drop sites for productions, and get the tools needed to complete projects for the community and beyond. FACTv is officially out of the construction stage and onto the department development project. I was hired to replace Bonny as the new Community Media Services Manager for FACTv and we moved right on with the development of FACTv.

After getting past the hiring process we moved onto our first project of the year updating the council chambers video system. This would not be the only project as we also had the Library audio system upgraded as well.

As the summer heated up so did our productions. Our staff worked hard to cover as many events as possible through out the summer. We would end up breaking our previous record for productions later on in the year with many of the productions happening during the summer time.

Also during the summer we ran two different summer camps and both filled up fast. Kids spent 6 weeks with FACTv staff learning about the different aspects of video production.

As summer was coming to an end our school partnerships were just beginning to form. We again partnered with Stoner Prairie Elementary School offering an after school video production class for their entire school year. Students learned video production while they created their own monthly newscast. Not only did we work with Stoner Prairie, we also had the chance to work with Eagle School. Students from Eagle learned about video production and created 3 FACTv PSA's. We also partnered with Edgewood College and helped them create a video for one of St. Vincent De Paul's volunteer programs. All these partnerships taught students about video production and FACTv gained a lot of programming from those projects.

To finish off the year we had our annual Holiday Party. The turnout for this event was again overwhelming as we saw more then 100 kids come and sit on Santa's lap. We also closed finished up our outstanding projects from the past year and began working on our new channel project that will be kicked off in 2014.

The best way to some up this year is we were busy, motivated, and finally had a chance to show the city what we are capable of doing. This was just the start of what FACTv can offer and we hope to continue to grow and move forward with this station and continue to provide the City of Fitchburg with the best local access that you can find.

Jeremy Crosby,
Manager, Fitchburg Access Community Television



Supporting Other City Departments

What department hasn't heard of FACTv? We continue to work with many different city departments through out the year. We started with the Fitchburg Senior Center who came up with the, "What's Happening at the Fitchburg Senior Center". Even though the title is long, this show is a short weekly production to help promote what is happening at the senior center. FACTv not only created programs but helped tape several meetings for internal use, helped out with the AV needs, and continued to put up important information on the channels that could benefit the residents of the City of Fitchburg.



A/V Support

- DVD duplications and conversion of VHS tapes to DVD
- Event coverage
- Photography
- A/V equipment troubleshooting
- A/V consultation and coordination
- Display of departments' information on Carousel community message board
- Training videos
- Provide links for department programming via VOD
- Conversion of digital video files for Police and Court
- Portable Sound System Set up
- Graphic design projects



Department Video Project List:

- What's Happening at the Fitchburg Senior Center- Fitchburg Senior Center
- Eye on Crime- Fitchburg Police Department
- The Mayor's Report- City Administration
- Business Luncheon, Business Luncheon Video- Economic Development
- WI DOT Meetings- Public Works Department
- Splash Pad Video- City Administration
- Earth Day Events- Public Works Department

Community Outreach

A big part of FACTv is to promote community outreach. This is done in many ways. Over the years we have been able to build new relationships with our school districts to develop after school programs in multi media. Not only did the schools jump on board, the Fitchburg Senior Center also partnered up with FACTv to offer technology classes. Our goal is to help promote technology to all generations and increase awareness about FACTv. We had the chance to meet and reach out to the following groups:

Stoner Prairie Elementary School

Starting in 2012, FACTv partnered with Stoner Prairie Elementary School to teach students about technology while students promoted their school through a monthly newscast. Students were brought over from the school to FACTv two times a week and learned about how to shoot, edit, produce, and film their newscast in the studio each month. This partnership is continuing into 2014 and the following school year.



Eagle School

Students from Eagle School got the chance to create PSA's for FACTv in the second year partnership with the school. Students were taught how to create a video, shoot, and edit. Students created 3 PSA's for FACTv, and they are being broadcasted on our 3 channels. We have already planned for another project in the fall of 2014.



Edgewood College

This was the second year FACTv partnered with the college to help students with a community project. This year's project, students create a short video to help get college students to volunteer for St. Vincent De Paul's food program. Students were taught video production and went out and filmed, interviewed, and had help editing their video. There are already plans to do another project in early February 2014 with the college again.



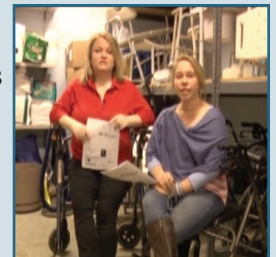
FACTv Summer Camps

For the second year in a row, FACTv offered another summer camp. This year we added a second summer camp class which filled up fast. Students in both summer camp classes had the chance to learn about the different aspects of video production by working on different projects throughout the camp. Our summer camps 1 & 2 were a hit, so we will be adding a 3rd level to our summer camp to teach students in depth in multi media.



Fitchburg Senior Center

FACTv partnered with the Fitchburg Senior Center in teaching different technology classes. Seniors had the chance to choose from, "how to use YouTube", iPad 1 & 2 classes, and a class on "how to use the cloud". Most of the classes were offered multiple times throughout the year for free to help promote technology use in all generations.

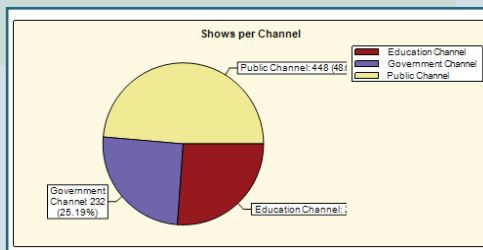


We continued to produce shows like Eye on Crime, The Mayor's Report, Concerts at McKee, Ground Breakings and Ribbon cuttings, and much, much more. The community also continues to provide us with programing including Capital City Band, Chapel Valley Church, the Church, and other programs that are sent in on a monthly basis. We also continued to cover about 15 meetings per month. These meetings are broadcasted live and re-peated on Charter Cable, AT&T U-Verse, Live Stream/ Video on Demand (VOD) through FACTv's website, and on Granicus.

It was a very busy year for our staff. We saw an increase in productions this year going over last years total productions by 51 more projects. This means on top of 232 meetings covered by our staff we still where able to complete 286 projects! These projects ranged from event coverage, ground breakings/ ribbon cuttings, school district video projects, and much more. As you can see by the numbers below we added lots of new programing to our three channels.

Channel Information:

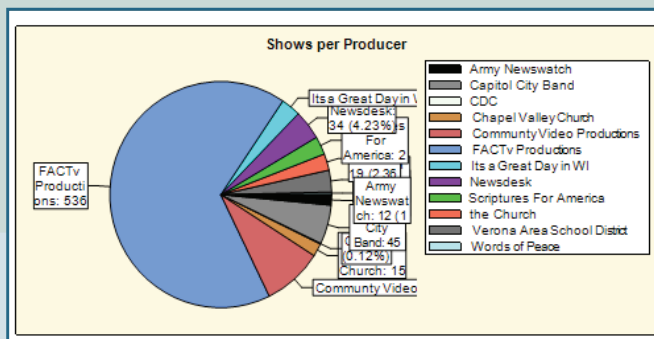
936- Program's added to Cablecast 2013
 -232 or 25%- Government Channel
 -448 or 48%- Public Channel
 -241or 27%- Educational Channel



Production Coverage:

286 Productions (Projects) vs. 235 Productions (Projects) in 2012

- Jeremy- 123
- Andrew- 88
- Preston- 76
- Chad- 49
- Leo- 32
- Bryan- 17
- Adam- 15
- Bonny- 4



Meeting Coverage:

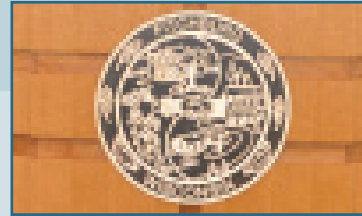
- o 2013: 231 Meetings
- o 2012: 262 Meetings
- o 2010: 47- Meetings 10/12/10 through 12/31/10



Facility Updates

Council Chambers Video System Upgrade

The Council Chambers got a video system upgrade this past year. This included a digital control system using our existing iPad that was put into place after our audio system upgrade last year. An updated large screen was put into place that replaced the older and smaller screen. Along with the new screen we added a new projector that replaced the projector on the cart. A total of five new inputs were also added to the system compared to the one input we had from before. This allows anyone to plug in their computer or other device into our system to be projected but also gives FACTv a direct connection of the input into our video system instead of us shooting the screen with the camera which improves quality in the production of those meetings. We also replaced our oldest switcher system to allow us to get the feed from the inputs to go to broadcast instead of shooting the screen. Finally we replaced the old CRT TV's with new flat screen TVs for the audience and council members to view what's being broadcasted on FACTv.



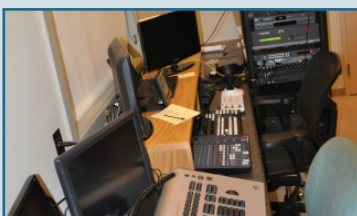
FACTv Library Audio System Upgrade

This upgrade was a very important for FACTv to get the best audio from productions at the Library that we cover. The updated system includes new desktop microphones, a portable audio box to hook the microphones into, iPad for controlling the audio and video inputs and outputs, and new hardware to run this new digital system. With this system we are now able to control every microphone individually which helps us get better audio levels for productions.



Studio Productions

Since the completion of the studio we have had several productions from different outside producers along with FACTv's continued use of the studio and development of the studio space is ever more increasing. Stoner Prairie Elementary School used the studio space for their monthly newscasts and that partnership will continue into 2014. We also used the studio space for our ongoing summer camps and classes throughout the year. We want to continue to focus on getting more producers to use our studio space in the upcoming years.



Our family here at FACTv grew this year but we lost a few along the way as well. We started off the year with the announcement of Bonny Lundy's retirement. After a short few years Bonny decided it was time to head for retirement. We can't thank her enough for her hard work these last few years and we sure do miss her! Before she retired we also learned that Taine Hatch-Rymer was stepping down as the front end assistant and moving on to a full time position elsewhere. Her position was filled by Leo Salazar. After Leo was hired we also decided to hire Adam Prestbroten as a cable Op. to help out with city's meeting's coverage. Once Bonny did retire, Jeremy Crosby was announced to be the next Community Media Services Manager leaving his old position as the Community Media Services Supervisor. It was decided to not fill the supervisor roll but rather hire a full time production assistant roll which was filled by Andrew Bamlett. Preston Schmit and Chad Cole continued their role as cable op's for FACTv helping out greatly during all the change over. Finally in late fall, Adam Prestbroten took a different job and his replacement was hired and his name was Bryan Troxel. As you can see, FACTv went through a lot of changes but by the end of the year we had a full staff who are ready to work and help move FACTv forward.



Staff Training and Conferences

FACTv staff has been trained on updated equipment in the library and council chambers. Monthly meetings have been held with FACTv staff for training on new equipment, reminders, and up to date software. The Community Media Services Manager attended the WCM conference which was full of workshops, sessions, and exhibits. Some of the topics mentioned at the WCM conference were National Policy Updates, Franchise laws, moving content from cable access to web, promotion, copyright laws, and reorganizing for revenue. An addition to our other trainings we've added a Final Cut 10 training this year that was a success with all the staff. Never been done before it helped all the new productions coming through FACTv be done more efficiently and quickly.

2014 Initiatives

- **FACTv Website Updates**

The City of Fitchburg will be updating their current website in later 2013. As part of this update FACTv will be working on updating their area on the new website. This will include updating the content, adding in new links and pages, incorporate more pictures and video, add social media into the site, and create a website plan for FACTv employees. We want to drive people to the website to help create awareness of FACTv and what we do for the City of Fitchburg.

- **New Branding of FACTv**

The City of Fitchburg rolled (introduced) out new branding in 2013. FACTv has adopted the new logo but we would like to create new branding for our three channels and FACTv as a whole in 2014. Some of our ideas for branding the station include identification of our 3 channels, marketing, advertising, new program schedules, cross promotion on our 3 channels, creation of spots and commercials, development of a plan for branding standers, and signage that corresponds with our branding. FACTv is not creating a new logo but trying to incorporate the new branding that the City of Fitchburg has adopted while trying to develop our three channels.

- **Increase Community Producers/ Volunteers**

A continued initiative that FACTv continues to work on every year including this upcoming year will be to increase community producers and volunteers. As part our other initiatives for next year including the new website and branding of FACTv we hope to gain new producers and volunteers to help out this station with new programming and extra help for productions. Some of our plans include education about our station, new marking and advertising strategies, and use of the new website to get the word out. This is not an easy task and we plan to continue to work on this goal for years to come as without producers and volunteers FACTv cannot continue to grow.

- **New Funding Sources**

A new initiative for FACTv will be to find new funding sources. The laws have changed for PEG stations including funding sources. We plan to do research on what other PEG stations are doing for new funding sources, create new policies and procedure for our station and develop a plan to implement the new funding sources such as memberships fees, charge for productions, and charging for advertising on FACTv. New funding sources our critical for FACTv to continue to provide the many services that we offer to the City of Fitchburg.



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